

2611  
OFGS File No.: 3/2636-10

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

Basco et al.

Serial No.: 09/991,525

Filed: November 20, 2001

For: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Date:

Group Art Unit:

Examiner:

*May 3, 2004*

#7  
6-23-04  
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POWER OF ATTORNEY

Technology Center 2600

Sir:

In the matter of the above-identified application, all powers of attorney heretofore given are revoked, and as owner thereof by virtue of an assignment (copy attached), said assignment having been reviewed and to the best of assignee's knowledge and belief title is in the assignee,

OSTROLENK, FABER, GERB & SOFFEN, LLP and the members of the firm: Samuel H. Weiner (Registration No. 18,510); Robert C. Faber (Registration No. 24,322); Max Moskowitz (Registration No. 30,576), James A. Finder (Registration No. 30,173), William O. Gray, III (Registration No. 30,944), Louis C. Dujmich (Registration No. 30,625) and Douglas A. Miro (Registration No. 31,643), all members of the Bar of the State of New York, whose post office address is 1180 Avenue of the Americas, New York, New York 10036-8403, [(212) 382-0700]

are hereby appointed as our attorneys with full power of substitution, association and revocation, to prosecute said application and to transact all business in connection therewith.

Signed at 3 CENTER KNolls Bronxville, NY 10708  
this 8<sup>th</sup> day of April, 2004

By:



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CONFIRMATION OF ASSIGNMENT OF PATENTS

WHEREAS, ADexact Corporation, the full post office address of whose principal office or place of business is 702-101 Frederick Street, Kitchener, ON N2H 6R2 ("ADexact"), is the owner of the Patents (as defined below);

AND WHEREAS ADexact was placed into receivership by the Royal Bank of Canada, which is the holder of a valid, enforceable and perfected first charge in the assets of ADexact pursuant to one or more security and priority, postponement or subordination agreements;

AND WHEREAS SF Partners Inc. (in its capacity as receiver and manager, the "Assignor") was appointed receiver and manager of ADexact by the Royal Bank of Canada under a letter of appointment dated May 8, 2003, and is thereby authorized to sell and convey certain assets of ADexact, including the Patents, to the Assignee (as defined below);

AND WHEREAS, HBA Matchmaker Media, Inc., the full post office address of whose principal office or place of business is HBA Matchmaker Media, Inc., 3 Center Knolls, Bronxville, New York, 10708, U.S.A., (the "Assignee"), is desirous of acquiring from the Assignor the whole right, title and interest in and to the Patents;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties hereto, the Assignor confirms that the Assignor sells, assigns and transfers unto the Assignee, its successors and assigns, all of the right, title and interest worldwide, in and to the patent applications and patents set out in Schedule "A" attached hereto and any and all inventions described or claimed therein ("the Patents"), including any and all priority rights derived therefrom, and the right, where such right can be legally exercised, in its own name to apply for and obtain Letters Patents, Inventor's Certificates, Utility Models and Designs, worldwide, and the entire interest in any Letters Patent, Inventor's Certificate, Utility Model or Design which may be granted on any such application, including any and all divisionals, continuations and continuations-in-part of said application, worldwide, including any reissues, re-examinations, renewals and extensions thereof, together with the right to sue and recover damages for past or future infringements of the Patents and to

fully and entirely stand in the place of Assignee, its successors and assigns in all matters related thereto and to obtain and enforce said Letters Patent, Inventor's Certificate, Utility Model and Design protection for said inventions worldwide.

Each party agrees, upon the request of the other, to execute such further documents and perform such other acts as the other party may reasonably request to confirm and record the transfer of the Patents.

SIGNED at Toronto, Ontario this 19<sup>th</sup> day of December, 2003.

Signed before me  
this 19<sup>th</sup> day of December, 2003.

Notary Public  
Robin B. Schwilh

SF PARTNERS INC., in its capacity as  
Receiver and Manager of ADexact  
Corporation

By: Stephen Goldberg  
Title: PRESIDENT

SIGNED at , this day of , 2003.

Signed before me  
this \_\_\_\_\_ day of \_\_\_\_\_, 2003.

HBA MATCHMAKER MEDIA, INC.

Notary Public

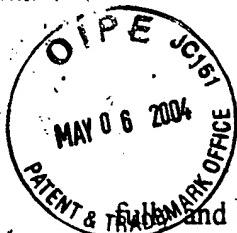
By:

Title:

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and entirely stand in the place of Assignee, its successors and assigns in all matters related thereto and to obtain and enforce said Letters Patent, Inventor's Certificate, Utility Model and Design protection for said inventions worldwide.

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SIGNED at , this day of , 2003.

Signed before me  
this \_\_\_\_ day of \_\_\_\_ , 2003.

**SF PARTNERS INC., in its capacity as  
Receiver and Manager of ADexact  
Corporation**

\_\_\_\_\_  
Notary Public

By:  
Title:

SIGNED at , this 19<sup>th</sup> day of December , 2003.

Signed before me  
this \_\_\_\_ day of \_\_\_\_ , 2003.

**HBA MATCHMAKER MEDIA, INC.**

\_\_\_\_\_  
Notary Public

Robert G. Beauregard  
By: Robert G. BEAUREGARD  
Title: EXECUTIVE VICE PRESIDENT  
SECRETARY AND TREASURER



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SCHEDULE A

United States

Title	Serial No.
METHOD AND SYSTEM FOR TARGETED ADVERTISING	09/687,449
METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION	09/991,525
METHOD AND SYSTEM FOR AUTOMATED REPORTING IN A COMMUNICATIONS NETWORK	09/991,565
METHOD AND SYSTEM FOR DATAFLOW MANAGEMENT IN A COMMUNICATIONS NETWORK	09/991,563
METHOD AND SYSTEM TARGETED CONTENT, DELIVERY, PRESENTATION, MANAGEMENT AND REPORTING IN A COMMUNICATIONS NETWORK	09/991,566

Canada

Title	Patent Application No.
METHOD AND SYSTEM FOR AUTOMATED REPORTING IN A COMMUNICATIONS NETWORK	2,363,521
METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK	2,363,432
METHOD AND SYSTEM FOR TARGETED CONTENT DELIVERY, PRESENTATION, MANAGEMENT AND REPORTING IN A COMMUNICATIONS NETWORK	2,363,355
METHOD AND SYSTEM FOR DATAFLOW MANAGEMENT IN A COMMUNICATIONS NETWORK	2,363,341
METHOD AND SYSTEM FOR TARGETED ADVERTISING	2,323,166
METHOD AND SYSTEM FOR TARGETED CONTENT DELIVERY, PRESENTATION, MANAGEMENT, AND REPORTING	2,326,368

**Published International PCT Applications**

Title	Publication No.
METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK	WO0241596A3 PCT/CA01/01594
METHOD AND SYSTEM FOR AUTOMATED REPORTING IN A COMMUNICATIONS NETWORK	WO0241541A3 PCT/CA01/01599
METHOD AND SYSTEM FOR TARGETED CONTENT DELIVERY, PRESENTATION, MANAGEMENT AND REPORTING IN A COMMUNICATIONS NETWORK	WO0241199A3 PCT/CA01/01598
METHOD AND SYSTEM FOR DATAFLOW MANAGEMENT IN A COMMUNICATIONS NETWORK	WO0241198A3 PCT/CA01/01595